

AMENDMENT UNDER 37 C.F.R. § 1.114(c)  
U.S. APPLN. NO. 09/751,391  
ATTORNEY DOCKET NO. Q62029

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. *(Currently Amended)* A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:  
receiving a request at the transaction processor to trade trading points awarded to a first customer from a member shop, and  
carrying out a transaction at the transaction processor corresponding to the request to trade trading points with at least one other customer, wherein the transaction processor purchases trading points from the customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate, and  
calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission.

2. *(Original)* The method of claim 1, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

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3. (*Currently Amended*) The method of claim 1, wherein the transaction processor calculates method further comprises calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

4. (*Currently Amended*) A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

collecting information regarding a customer's trading points portfolio from member shops through the network and storing the information in a customer database connected to the network;

receiving information at the transaction processor on a trading points trade request from a customer; and

initiating a transaction at the transaction processor with at least one other customer according to the received trading points trade request, wherein the transaction processor purchases trading points from the customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate; and

calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission.

5. (*Original*) The method of claim 4, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

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6. (*Currently Amended*) The method of claim 4, wherein the transaction processor  
~~updates method further comprises updating~~ the customer database and a transaction database  
according to a result from the trading points transaction.

7. (*Currently Amended*) The method of claim 5, wherein the transaction processor  
~~updates method further comprises updating~~ the customer database and a transaction database  
according to a result from the trading points transaction.

8. (*Currently Amended*) The method of claim 4, wherein the transaction processor  
~~calculates method further comprises calculating~~ a balance of the customer's remaining trading  
points after the customer uses the trading points to purchase a good or a service.

9. (*Currently Amended*) The method of claim 5, wherein the transaction processor  
~~calculates method further calculating~~ a balance of the customer's remaining trading points after  
the customer uses the trading points to purchase a good or a service.

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10. (*Currently Amended*) A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

collecting information regarding a customer's trading points portfolio from member shops through the network and storing the information in a customer database connected to the network;

sending information regarding the customer's trading points and exchange rates stored in the customer database to the transaction processor;

receiving a trading points trade request at the transaction processor from the customer to exchange trading points with at least one other customer; and

transacting the customer's points at the transaction processor according to the received trading points trade request, wherein the transaction processor purchases trading points from the customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate; and

calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission.

11. (*Original*) The method of claim 10, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

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12. (*Previously Presented*) The method of claim 10, wherein the customer's trade request further comprises changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

13. (*Previously Presented*) The method of claim 11, wherein the customer's trade request further comprises changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.

14. (*Currently Amended*) The method of claim 10, wherein the transaction processor ~~updates the method further comprises updating a customer database and a transaction database according to the result of the customer's trade request, and sends sending the result to the corresponding member shop.~~

15. (*Currently Amended*) The method of claim 11, wherein the transaction processor ~~updates the method further comprises updating a customer database and a transaction database according to the result of the customer's trade request, and sends sending the result to the corresponding member shop.~~

16. (*Currently Amended*) The method of claim 10, wherein the transaction processor ~~calculates method further comprises calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.~~

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17. (*Currently Amended*) The method of claim 11, wherein the transaction processor ~~calculates method further comprises calculating~~ a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

18. (*Currently Amended*) A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:  
receiving a request at the transaction processor from a customer to buy trading points from at least one other customer;  
buying trading points corresponding to the request, wherein the transaction processor purchases trading points from the customer at a first exchange rate, sells the purchased trading points to the at least one other customer at a second exchange rate and calculates a transaction commission based on the difference between the first and second exchange rates; and  
updating a customer database according to a result from the buying of trading points, and sending the result to a member shop that corresponds to the trading points.

19. (*Currently Amended*) The method of claim 18, wherein the transaction processor ~~sends method further comprises sending~~ information concerning the customer's trading points and transaction exchange rates stored in the customer database to the customer.

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20. (*Original*) The method claim 18, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

21. (*Cancelled*).

22. (*Currently Amended*) The method of claim 18, wherein the transaction processor ~~updates method further comprises~~ updating a customer database according to a result from the buying process, and sends ~~sending~~ the result to the member shop corresponding to the trading points.

23. (*Currently Amended*) The method of claim 19, wherein the transaction processor ~~updates method further comprises~~ updating a customer database according to a result from the buying process, and sends ~~sending~~ the result to the member shop corresponding to the trading points.

24. (*Currently Amended*) The method of claim 18, wherein the transaction processor ~~calculates method further comprises~~ calculating a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

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25. (*Currently Amended*) The method of claim 19, wherein the transaction processor ~~calculates method further comprises calculating~~ a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

26. (*Currently Amended*) The method of claim 22, wherein the transaction processor ~~calculates method further comprises calculating~~ a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

27. (*Currently Amended*) The method of claim 23, wherein the transaction processor ~~calculates method further comprises calculating~~ a balance of the customer's remaining trading points after the customer uses the trading points to purchase a good or a service.

28. (*Currently Amended*) An apparatus for providing a points trading service through a telecommunications network, the apparatus comprising:

an information collecting unit connected to the network for collecting information on a customer's trading points from a plurality of member shops;

a customer database connected to the network for storing the information on the customer's trading points received from the member shops;

a transaction processing unit connected to the network that receives a trading points trade request from a customer, and processes a transaction with at least one other customer according to the trading points trade request, wherein the transaction processing unit purchases trading

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points from the customer at a first exchange rate, sells the purchased trading points to the at least one other customer at a second exchange rate and calculates a transaction commission based on the difference between the first and second exchange rates; and

a transaction database for storing information on the trading points trade request sent from the customer and a result of the transaction.

29. (*Currently Amended*) The apparatus of claim 28, further comprising[[:]] an information providing unit for sending customer's trading point information and transaction exchange information stored in the customer database to the customer.

30. (*Original*) The apparatus of claim 29, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

31. (*Original*) The apparatus of claim 29, wherein the exchange rate information indicates a cash value or an absolute value corresponding to the trading points and is provided by a separate system installed outside of the service providing server.

32. (*Currently Amended*) The apparatus of claim 28, further comprising[[:]] a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

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33. (*Currently Amended*) The apparatus of claim 29, further comprising[[:] a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

34. (*Currently Amended*) The apparatus of claim 30, further comprising[[:] a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

35. (*Currently Amended*) The apparatus of claim 31, further comprising[[:] a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

36. (*Previously Presented*) The apparatus of claim 28, further comprising:  
a network interface for linking a service provider server to a member shop server; and  
a web server for linking a customer computer server to the service provider server via an internet.

37. (*Original*) The apparatus of claim 30, further comprising:  
a network interface for linking a service provider server to a member shop server; and  
a web server for linking a customer computer server to the service provider server via an internet.

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38. (*Original*) The apparatus of claim 31, further comprising:

a network interface for linking a service provider server to a member shop server; and  
a web server for linking a customer computer server to the service provider server via an  
internet.

39. (*Currently Amended*) A system providing a points trading service through a  
telecommunications network coupled to a customer computer and a member shop computer, the  
system comprising:

a customer computer for sending a trading points trade request;  
a member shop computer for providing customer's points; and  
a service providing server that stores the customer's points received from the member  
shop computer, receives the trading points trade request, wherein the service providing server purchases  
trading points from the customer at a first exchange rate, sells the purchased trading points to the  
at least one other customer at a second exchange rate and calculates a transaction commission  
based on the difference between the first and second exchange rates.

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40. (*Currently Amended*) A computer program product for enabling a computer to execute a points trading transaction, comprising:

software instructions for enabling the computer to perform predetermined operations, and a computer readable medium bearing the software instructions; said predetermined operations comprising:

collecting information on a customer's trading points from a member shop; receiving a trading points trade request from a customer's computer; executing a trading transaction upon receiving the customer's trading points trade request by trading points with at least one other customer, wherein the computer purchases trading points from the customer at a first exchange rate, sells the purchased trading points to the at least one other customer at a second exchange rate and calculates a transaction commission based on the difference between the first and second exchange rates; calculating the customer's trading point balance once the transaction has been processed; and sending the customer's final trading point balance to a customer database.

41. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

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42. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the customer trade request is for changing the customer's trading points into a cash equivalent and processing the customer's trading points according to the resulting cash equivalent.